



WKMG

ORDER

Flight Dates 09/17/12-09/23/12

Contract / Revision 258647 /
Original Date / Revision 09/10/12 09/10/12
Advertiser POL/Freedom Pac

Agency Target Enterprises LTD
Buying Contact
15260 Ventura Blvd Ste 1240
Sherman Oaks, CA 91403

Product 331 FREEDOM PAC ISS
Agency Com 15%
Billing Contact
15260 Ventura Blvd Ste 1240
Sherman Oaks, CA 91403

Sales Office LAX
Sales Region NAT
Agency Ref

Order Sep 00:15:00
Estimate # 331
Alt Order # 06309378
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes AGY POL ISSUE
Product Codes PL-Issue
Priority P-3
Advertiser Ref

Primary Account Executive
Maria Casey

Account Executive	Order%	Start Date	End Date
Maria Casey	100%		

Order Share 100% Market Value 29160

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	28	\$24,786.00	\$29,160.00	0.00	08/27/12	09/23/12	28	\$24,786.00	\$29,160.00
Totals	28	\$24,786.00	\$29,160.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	09/17/12	09/21/12	Local 6 News 12-1230p CM		12-1230p	MTWTF--	:30	5	\$700.00	P-3	0.00	NM	5	\$3,500.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--		5				\$700.00		0.00			
E 2	WKMG	09/17/12	09/21/12	News at 5p CM		5-530p	MTWTF--	:30	5	\$800.00	P-3	0.00	NM	5	\$4,000.00
				News at 5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--		5				\$800.00		0.00			
E 3	WKMG	09/17/12	09/21/12	News at 6p CM		6-630p	MTWTF--	:30	5	\$1,000.00	P-3	0.00	NM	5	\$5,000.00
				News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--		5				\$1,000.00		0.00			
E 4	WKMG	09/17/12	09/21/12	News at 7p CM		7-7:30p	MTWTF--	:30	5	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
				News at 7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 4	WKMG	09/17/12	09/21/12	News at 7p News at 7p	CM	7-7:30p	MTWTF--	:30	5	\$1,200.00	P-3	0.00 NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--			5		\$1,200.00		0.00			
E 5	WKMG	09/17/12	09/21/12	M-F 11p News M-F 11p News	CM	11-1135p	MTWTF--	:30	5	\$1,620.00	P-3	0.00 NM	5	\$8,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--			5		\$1,620.00		0.00			
E 6	WKMG	09/22/12	09/22/12	7-9a CBS This Morn Sa 7-9a Sat Early Show	CM	7-9a	-----1-	:30	1	\$400.00	P-3	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----1-			1		\$400.00		0.00			
E 7	WKMG	09/23/12	09/23/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,170.00	P-3	0.00 NM	1	\$1,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----1			1		\$1,170.00		0.00			
E 8	WKMG	09/23/12	09/23/12	Face The Nation Face The Nation	CM	1030-11a	-----1	:30	1	\$990.00	P-3	0.00 NM	1	\$990.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----1			1		\$990.00		0.00			
Totals													28	\$29,160.00



WKMG

ORDER

Flight Dates 09/11/12-09/16/12

Contract / Revision **258645 /**
Original Date / Revision
 09/10/12 09/10/12

Advertiser **POL/Freedom Pac**

Agency **Target Enterprises LTD**

Buying Contact

**15260 Ventura Blvd Ste 1240
 Sherman Oaks, CA 91403**

Product
330 FREEDOM PAC ISS

Agency Com 15%

Billing Contact

**15260 Ventura Blvd Ste 1240
 Sherman Oaks, CA 91403**

Sales Office LAX

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # **330**

Alt Order # **06227835**

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue

Priority P-3

Advertiser Ref

Primary Account Executive
 Maria Casey

Account Executive	Order%	Start Date	End Date
Maria Casey	100%		

Order Share 100% Market Value 31040

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	27	\$26,384.00	\$31,040.00	0.00	08/27/12	09/16/12	27	\$26,384.00	\$31,040.00
Totals	27	\$26,384.00	\$31,040.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	09/11/12	09/14/12	Local 6 News 12-1230p	CM	12-1230p	-TWTF--	:30	4	\$700.00	P-3	0.00	NM	4	\$2,800.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-TWTF--					4	\$700.00		0.00			
E 2	WKMG	09/11/12	09/14/12	News at 5p	CM	5-530p	-TWTF--	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
				News at 5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-TWTF--					4	\$800.00		0.00			
E 3	WKMG	09/11/12	09/14/12	News at 6p	CM	6-630p	-TWTF--	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
				News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-TWTF--					4	\$1,000.00		0.00			
E 4	WKMG	09/11/12	09/14/12	CBS Evening News	CM	630-7p	-TWTF--	:30	4	\$1,800.00	P-3	0.00	NM	4	\$7,200.00
				CBS Eve News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WKMG

Print Date: 09/10/12

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Contract / Revision **258645** Flight Dates **09/11/12-09/16/12**

Hiatus Dates

Original Date / Revision 09/10/12/ 09/10/12

Order Sep 00:15:00

Advertiser **POL/Freedom Pac**

Product **330 FREEDOM PAC ISS**

Estimate # **330**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKMG	09/11/12	09/14/12	CBS Evening News CBS Eve News	CM	630-7p	-TWTF--	:30	4	\$1,800.00	P-3	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-TWTF--					4	\$1,800.00		0.00			
E 5	WKMG	09/11/12	09/14/12	News at 7p News at 7p	CM	7-7:30p	-TWTF--	:30	4	\$1,200.00	P-3	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-TWTF--					4	\$1,200.00		0.00			
E 6	WKMG	09/11/12	09/14/12	M-F 11p News M-F 11p News	CM	11-1135p	-TWTF--	:30	4	\$1,620.00	P-3	0.00	NM	4	\$6,480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-TWTF--					4	\$1,620.00		0.00			
E 7	WKMG	09/15/12	09/15/12	7-9a CBS This Morn Sa 7-9a Sat Early Show	CM	7-9a	-----1-	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----1-					1	\$400.00		0.00			
E 8	WKMG	09/16/12	09/16/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,170.00	P-3	0.00	NM	1	\$1,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----1					1	\$1,170.00		0.00			
E 9	WKMG	09/16/12	09/16/12	Face The Nation Face The Nation	CM	1030-11a	-----1	:30	1	\$990.00	P-3	0.00	NM	1	\$990.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----1					1	\$990.00		0.00			
														Totals	27 \$31,040.00